



COLLEGE OF BUSINESS

Business Career Center

A woman with long brown hair, wearing a red blazer over a black top and a name tag, is smiling and shaking hands with a man. The man is wearing a grey polo shirt, glasses, and a green watch. They are standing at a small round table with a red cup on it. In the background, other people are visible, and the entire scene is overlaid with a red tint.

HIRING BUSINESS HUSKERS

Employer Partners Guide 2022-23

UNIVERSITY of NEBRASKA-LINCOLN

NEBRASKA COLLEGE OF BUSINESS

MISSION

Together, we drive discovery, create opportunity
and empower individuals to lead the future of business.
We are Nebraska Business.



Helping You Hire Huskers

The Business Career Center partners with employers to deliver innovative services and programs to develop confident, professional and connected students for lifelong career success. In addition to receiving a quality Big Ten business education, these students gain experience and skills that prepare them to be future business leaders in Nebraska and beyond.

College's Distinctive Programs and Recognitions

Actuarial Science — One of 17 Centers of Actuarial Excellence in U.S. by the Society of Actuaries®

Business Abroad — Students can study and intern abroad in summer or semester program options around the world

Business Learning Communities — Students interested in business live and study together

Center for Entrepreneurship — Resources for students to create and manage businesses

Center for Sales Excellence — A "Top University for Professional Sales Education" by Sales Education Foundation

Clifton Strengths Institute — One-on-one CliftonStrengths® coaching and Clifton Builders program

Inclusive Business Leaders — Cohort program of first-year students committed to making business more inclusive

Finance — One of 36 University Affiliation Programs of CFA Institute®

Nebraska Business Honors Academy — High-ability students complete an enhanced action-based curriculum

UNDERGRADUATE PROGRAMS

#30

PUBLIC
UNDERGRADUATE
BUSINESS PROGRAM

U.S. News & World Report (2021)

110+

HANDS-ON LEARNING
OPPORTUNITIES
IN CLASSES

During a typical semester

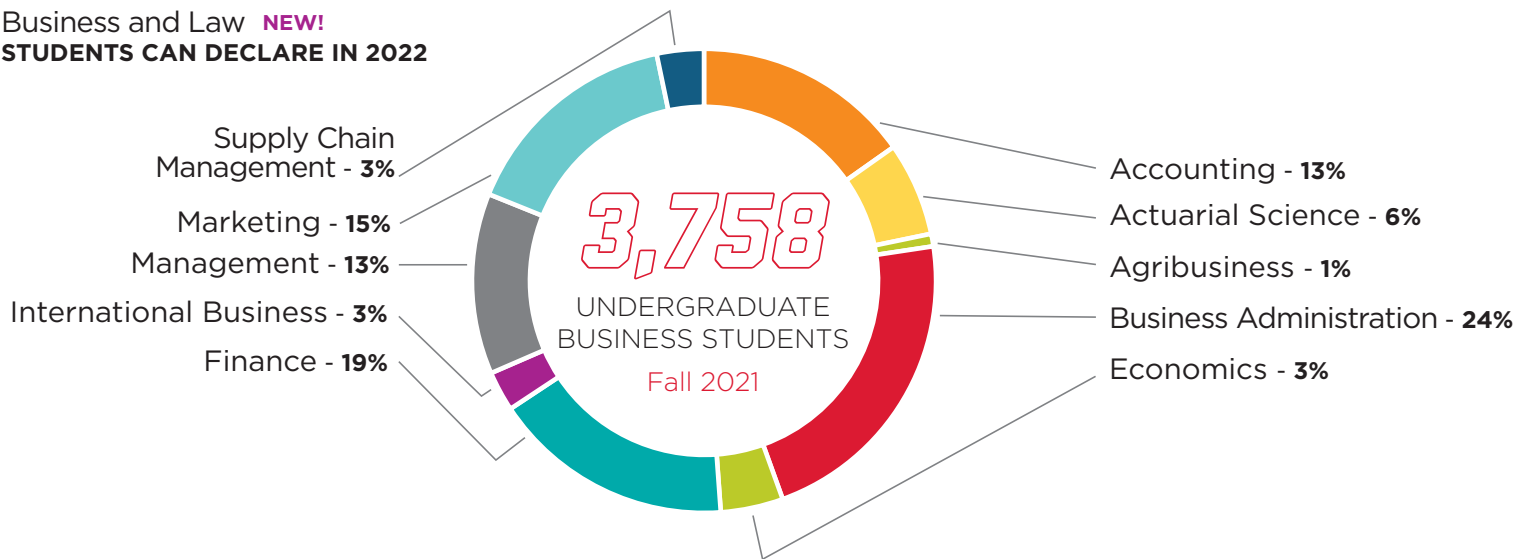
34

PROGRAMS STUDENTS CAN
PURSUE TO CO-CREATE
THEIR EXPERIENCE

Spring 2022

11 Undergraduate Majors

Business and Law **NEW!**
STUDENTS CAN DECLARE IN 2022



13 Minors

- Accounting
- Actuarial Science
- Business for Non-Business Majors
- Business Analytics
- Clifton Builders Management
- Economics
- Entrepreneurship
- Finance
- Global Leadership
- Law and Business
- Management
- Marketing
- Supply Chain Management

Undergraduate Certificate

Sales Excellence

Business Student Organizations

25+ Recognized Student Organizations in College of Business

business.unl.edu/organizations

Where Are Our Business Students From?

65% Nebraska

30% Out of State

5% Outside U.S.

GRADUATE PROGRAMS

22

MASTER'S, DOCTORAL AND
CERTIFICATE PROGRAMS

tailored to fit students' goals

592

GRADUATE STUDENTS
ENROLLED

Fall 2021

58

YEARS AS A LEADER
IN MBA EDUCATION

founded in 1964

Online and On-Campus Master's Programs

- Professional Accountancy (MPA)
- Actuarial Science
- Business Administration (MBA)
- Business Analytics
- Economics
- Finance
- Supply Chain Management

Graduate Certificates

- Business Analytics
- Financial Analytics **NEW!**
- Financial Communications
- Human Resource Management
- Marketing Analytics
- Sales Excellence **NEW!**
- Strategic Marketing
- Supply Chain Analytics
- Supply Chain Management

#1

Best Value in U.S.
Online MBA

Financial Times (2022)

#3

Career Services in World
Online MBA

Financial Times (2022)

Ph.D. Programs

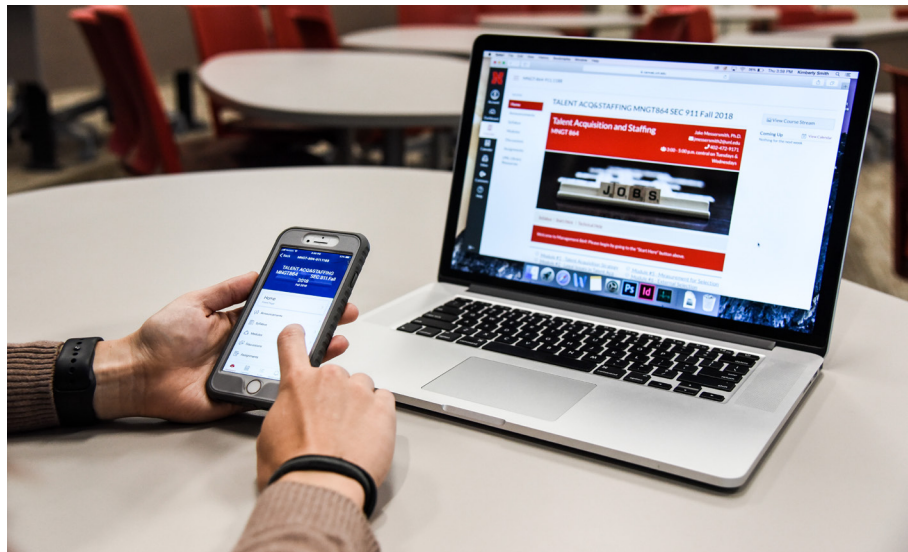
- Business with Specializations in:
 - Accounting
 - Finance
 - Management
 - Marketing
 - Supply Chain Management and Analytics
- Economics

Leverage Our Business Experts To Develop Your Team

Employers and community members can develop their individual skills, solve business challenges or strengthen their teams through Center for Executive and Professional Development events:

- Certificate Programs
- Power Lunch Series
- Customized Programs
- Tax Institute
- Nonprofit Management Institute **NEW!**

business.unl.edu/ExecEd



EMPLOYER ENGAGEMENT



Employer in Residence booth

Signature Programs and Classroom Opportunities

Engage with the Business Career Center to interact with students. Opportunities include:

Employer in Residence

Employers are featured nearly every day during the school year at an informational booth to interact with students and faculty/staff. Employers receive special marketing via a student e-newsletter, social media and digital signs.

Career Fairs/Networking Events

The Business Career Center collaborates with University Career Services, College of Business recognized student organizations and academic departments on a variety of annual events.

On-Campus Interviewing/Job Postings

The Business Career Center collaborates with University Career Services to provide a convenient way for employers to interview Nebraska Business students. Employers may post jobs and reserve interview rooms through Handshake.

Presentations/Pop-Up Classes/Class Projects

Employers may have the opportunity to present to and engage students in a class or student organization. We look for professionals who can increase students' awareness of workplace and business know-how, and can share relevant technologies and industry trends to bridge skill gaps between academia and industry. Previous topics have included coding, Tableau software, digital storytelling and project management.

Career Expeditions

Students travel to major cities to meet employers and alumni. Site visits may include tours, alumni panels and presentations.

Employer Partners Day/Employer of Year

This professional development opportunity teaches employers how to enhance their campus presence. The event includes breakout sessions, speakers and networking.

The Employer of the Year award recognizes their support of Nebraska Business students' career development.

LEARN MORE AT [BUSINESS.UNL.EDU/CAREERS](https://business.unl.edu/careers)

BECOMING CAREER READY

Professional Enhancement Program (PrEP)



For Lifelong Career Success

This four-course program is designed to develop confident, professional and connected students for lifelong career success. Employers are an integral part of PrEP and provide industry expertise and connections to the business world.

BSAD 111: Investing in Strengths

Students discover, develop and apply their strengths to maximize success in college and beyond.

- ▶ Employers interact with these students primarily through career fairs. Designate yourself as First-Year Friendly to ensure students in this course connect with you.

BSAD 222: Career Development & Planning

Students learn the major and career decision-making process, identify career goals, develop a résumé and practice networking.

- ▶ Employers provide informational interviews and participate in class networking events.

BSAD 333: Internship & Job Search Strategies

Students learn how to search for, apply to, interview for, and secure internships and full-time jobs.

- ▶ Employers provide practice interviews, résumé reviews, short video tips and interact with students at career fairs.

BSAD 444: Professional & Life Skills

Students learn to transition from college to career through presentations and informational interviews with alumni and industry experts. Topics focus on financial literacy, personal wellbeing, lifelong career management and community engagement.

- ▶ Alumni and employers provide micro-lectures and informational interviews about the transition to life after college and may submit presentation topics for consideration.

An Innovative Program Pioneered at Nebraska

Students and employers report seeing benefits from the PrEP program. Employers report greater satisfaction with new employees who completed the program at Nebraska Business, and students feel more confident as they search for internships and careers.

“

The most helpful aspect of BSAD 333 was certainly the mock interviews. It is one thing to put together a competitive package for a job interview. However, it is entirely different to put this package into action with a real employer. This course had us do both. That experience was extremely satisfying and puts us in a fantastic spot to land a job.

“I believed I already knew how to write a résumé and reach out to employers and make connections. Boy, was I wrong. This class taught me so much about the world of business, how to find a job that fits my needs, and even taught me more about myself.”

”

RECRUITING NEW EMPLOYEES



Find Future Interns and Employees

Use Handshake, a free, convenient system used by more than 1,400 colleges and universities and 650,000+ employers. All business undergraduates create a Handshake account as part of the PrEP program and all UNL students have access to Handshake.

Employers can create a profile or link a profile to Nebraska to:

- Post jobs and internships
- Search for students
- Register for career fairs
- Request on-campus interviews
- Promote your organization's campus and virtual events

Handshake

careers.unl.edu/handshake

Make the Most of Handshake

- Develop a robust profile that includes your logo and links to social media. This makes researching prospective employers easy for students.
- Describe jobs and internships with attention-grabbing language. Students may skim the first paragraph, so start with why your organization or role is a great place to start a career. Accurately describe responsibilities and qualifications, but recognize your audience. If you are seeking a new graduate, you may not want to also request three years of experience. Students are quick to discard positions they do not think they are qualified to receive.
- If your job or internship allows remote workers, indicate this in your job description and title.
- Maximize career fairs by including job descriptions of typical recruiting needs. If attending virtually, consider offering group and individual sessions.
- Consider listing your virtual events in Handshake. By listing your event, we can promote it to students, enabling you to track RSVPs and follow up with students.

DEVELOPING INTERNSHIPS

What Defines an Internship?

Internships give students the opportunity to gain valuable experience and give employers the opportunity to guide and evaluate talent.

Great Internships Include:

- Orientation and training for the intern
- Specific project/responsibilities and opportunities for the intern to learn about an organization's operations
- Support from the employer supervisor in student's pursuit of learning goals
- Opportunity to meet organization's leaders

74%

COMPLETED AN INTERNSHIP
OR CAREER-RELATED EXPERIENCE
DURING COLLEGE

students who graduated in 2021-22

Can Students Receive Academic Credit?

Yes, however, as the student pays related tuition and fees to earn academic credit for their internship, some students are seeking experience rather than credit. Students can enroll in BSAD 395 for 0-3 credits while learning about business theories, principles and practices.

How to Recruit College of Business Students?

Students often begin to pursue summer or school-year internships in the fall semester of their sophomore year. Handshake, provided collaboratively by University Career Services, is a free resource for posting internships.

Are There Documents to Complete?

An Internship Memorandum of Understanding (MOU) outlines personal learning objectives and internship details. Interns and supervisors use this form for mutual understanding of the work.

Evaluations provide valuable feedback for the student, the organization and the Business Career Center. At the end of each term of the internship, both the student and supervisor complete evaluations.

What Are Interns Paid?

Most organizations compensate interns by hourly wage or stipend. Averages include:

Major	Average
All Undergraduate Majors	\$15.51
Accounting	\$16.80
Actuarial Science	\$21.01
Agribusiness	\$13.44
Business Administration	\$14.46
Economics	\$15.72
Finance	\$15.43
International Business	\$15.13
Management	\$14.95
Marketing	\$14.26
Supply Chain Management	\$16.43

*Average hourly wage of College of Business students in 2021-22 academic year by major



Employers can meet students during practice networking.



What Do Students Find Important in an Internship?

Students consistently report they want the opportunity to learn and make a difference, contribute as a part of the team as well as receive mentoring and guidance from their supervisors. Generally, today's students seek a fun, positive and hard-working culture that offers the chance that the experience could lead into a full-time position.

What Should the Job Description Include?

- Brief description of your organization and the responsibilities of the internship
- Preferred or required qualifications
- Work logistics (hours per week, time, wage, etc.)
- Application process
- Learning opportunities

Sample Job Description

BUSINESS INTERN

XYZ Company is seeking ambitious and driven candidates for our Business Internship. As an intern, you will learn how our strategy and methods lead to effective business relationships.

This intern will work with our partnerships team to build relationships with internal and external clients, including managing the entire sales process, maintaining a deep understanding of the product and identifying the unique needs of the client.

PREFERRED QUALIFICATIONS:

- Working toward a bachelor's degree in a business-related field
- Written and verbal communication skills
- Ability to work independently and as part of a team
- Strong problem-solving and critical thinking skills

Interns will work part-time and will be compensated \$15 an hour. XYZ Co. is flexible to accommodate your schedule. To apply, submit your résumé and cover letter at XYZ.com/Internships.

DIVERSITY AND INCLUSION



Inclusive Business Leaders are first-year students who want to make business more inclusive.

Recruiting Diverse Students

Employers often ask about opportunities to connect with diverse business students. Below are strategies to engage with diverse students and showcase your organization's dedication to diversity and inclusion.

Connect With Students One-On-One

The University of Nebraska–Lincoln is unable to provide student lists to external audiences, which would violate FERPA policies and is not considered a best practice by the Ethical and Legal Standards of the National Association of Colleges & Employers. We recommend you:

- Create robust personal profiles on LinkedIn and Husker Connect to tell your organization's story of involvement in diversity and inclusion efforts. Encourage those in your organization to do the same. (See back cover)
- Husker Connect: huskerconnect.unl.edu
- Respond when contacted by a student and, if you are not able to give your time now, suggest other professionals that could help.
- Have a two-way conversation, sharing your background and advice, getting to know the student and offering ideas.

Engage With Student Organizations

There are student organizations and programs within the College of Business and UNL focused on diverse student populations.

- Student organizations invite guest speakers with relevant professional development content; simply wanting to talk about your organization is not a strong strategy for engagement. Contact relevant organizations, ask what their needs are, and develop strong content to share.
- UNL student organizations: unl.campuslabs.com/engage
- CoB student organizations: business.unl.edu/organizations
- The Diversity and Inclusion Gathering Space (DIGS) and Inclusive Business Leaders cohort program increase community and inclusive leadership opportunities.

Review Your Hiring Processes

- Post open positions in Handshake (see page 7) to ensure opportunities are accessible to all students. A best practice to support diversity and equity is to post all positions to Handshake to ensure all students have equal access.
- Write position descriptions with inclusive language.
- Review required qualifications to ensure they reflect the abilities of college students, who disregard roles they feel unqualified for, such as those that ask for years of experience or high proficiency in a skill.
- Use both the job posting and interview to talk about job duties and how the employee can contribute and learn. Students want roles that help them grow and advance.
- Evaluate whether your processes increase barriers to any population. For example, some interview technology is challenging to individuals with disabilities.

Acknowledge the Impact of Privilege

Try to assess the potential of the individual. Some students have responsibilities that affect their ability to be involved in student organizations, have internships or maintain high grades.

- Many UNL students experience financial insecurity. This may translate into poor internet access, limited professional attire or lack of transportation. The Career Closet, managed by student organization Delta Sigma Pi, provides free professional attire to business students. The Husker Pantry provides food and personal care items to UNL students. Consider donating items or funds to either.
- Make compensation competitive, transparent and equitable.
- Support scholarships and funding for programs. Contact the University of Nebraska Foundation: nufoundation.org.



Career Closet provides free professional clothes for students.

Consider Your Brand

Business students learn how to research organizations of interest in their PrEP classes (see page 6). Ensure your organization's presence consistently reflects your commitment and support of diversity and inclusion.

- Include a statement or additional content in your marketing materials that defines how diversity and inclusion supports your organization's mission.
- Provide video or photo tours of your organization and include content that shows your commitment to diversity. Support requests for on-site visits whether by individuals, student organizations, classes or College of Business groups.
- Highlight your affinity/employee resource groups. If possible, beyond listing them, describe some of their activities or feature them within your news stories to show how people in your organization connect with each other.
- Recognize that students may be interested in your community connections and social causes. Share ongoing commitment through photos, news articles and social media.
- Be visible at campus and community programs.
- Join national organizations that support diverse populations and/or be involved in committees within general associations or chambers of commerce.
- Provide support and mentorship to new interns and employees to ensure they are successful in their roles and able to serve as ambassadors for your organization.

Grow the Talent Pipeline for Careers

Youth start to explore career fields as early as elementary school. Introduce students to business fields early.

- Help encourage students to explore opportunities in business through involvement in classes, student clubs, and community organizations. Participate in career exploration fairs, practice interview events or competitions.
- Provide opportunities for job shadowing. Students may have a shadowing requirement for class or are encouraged to shadow a mentor. Your organization's ability to provide a rich experience helps the individual student and all those they tell about their experience.
- Consider developing an on-site preview or shadow day for students to learn about different roles in your organization and meet successful professionals.
- Offer jobs to high school students which give them a sense of the work professionals do. Help them see the connection of their efforts to the organization's overall success.
- Get involved in the DREAMBIG Academy, the College of Business high school program that exposes a diverse audience to opportunities in business. Students tour local organizations and interact with professionals.

Tips: Stay up to date on College of Business initiatives at business.unl.edu/inclusion. Learn about University-wide programs, initiatives and news at diversity.unl.edu

LEARN MORE AT [BUSINESS.UNL.EDU/INCLUSION](https://business.unl.edu/inclusion)

GLOBALIZING YOUR STAFF



Hiring International Students

International students do not require visa sponsorship to participate in U.S. internships; they have 12 months of U.S. work authorization after graduation. They offer employers language skills, unique global viewpoints and cross-cultural awareness of world markets.

Internships

Authorization is granted by the university's International Student and Scholar Office (ISSO) through Curricular Practical Training (CPT). Students may participate in multiple CPT experiences during their college experience.

The employer provides an offer letter to the student specifying the detailed terms of employment and completes an Internship Memorandum of Understanding. The internship must relate to the student's academic program and be for academic credit. It is the student's responsibility to have CPT authorized by the university, a process that typically takes a minimum of two weeks. This comes at no cost to the employer.

Volunteer Experience

Volunteer experiences provide opportunities to gain knowledge of a career field and specific skills. Organizations cannot hire an international student as an unpaid intern or volunteer if they generally pay a U.S. citizen to do the same work.

Full-Time U.S. Employment

After graduation, international students are usually eligible to gain practical experience of up to 12 months of full-time employment in their field through Optional Practical Training (OPT). Students typically apply for an Employment Authorization Document the semester before graduation at no cost to potential employers.

After a student completes OPT or CPT, a different type of work authorization is required. The H-1B visa is a nonimmigrant work visa that allows U.S. employers to hire graduates. Your organization can petition for an H-1B visa, which extends the work authorization 3-6 years. Employers may also support the employee seeking a green card or permanent residency.

Tip: When posting internships or jobs in Handshake, select "accepts OPT/CPT" under work authorization filters so your organization can accept domestic and international candidates.

	INTERNSHIPS CPT for F-1 Status	FULL-TIME EMPLOYMENT OPT with F-1 Status	FULL-TIME EMPLOYMENT Employer-Sponsored H-1B Status
Time Allotment/ Duration	After completing two semesters/ one full academic year and before graduation, students can have multiple part/full-time internships.	After 2 semesters/1 academic year and completing degree, students can work up to 12 months full time. (36 months in approved STEM fields)	Valid for three years and can be extended for an additional three years.
Student Requirements	Begin Curricular Practical Training (CPT) application process 2-3 weeks before internship begins after receiving an offer.	Begin Optional Practical Training (OPT) application 3 months prior to anticipated start date.	Students cannot apply on their own, but must work with employer to provide documents required for visa sponsorship.
Employer Requirements	None, except providing an offer letter and completing a brief Internship Memorandum of Understanding.	None	Follow steps toward H-1B visa sponsorship.
Cost to Employer	\$0	\$0	Varies \$460 to \$3,460. Additional fees for optional attorney assistance.

JOB OFFER GUIDELINES

The University of Nebraska–Lincoln recognizes the recruiting process involves important decisions for students and employers. We encourage both to use fair and reasonable practices when in the job and internship search and appreciate employers who extend opportunities to students. To support those employers' needs and to provide students adequate time to evaluate and respond to job and internship offers, we request employers consider these guidelines.

Best Practices

The National Association of Colleges and Employers (NACE) notes: "Experience shows the best employment decisions for both students and employers are those that are made without pressure and with the greatest amount of information. Students are given sufficient time to attend career fairs, participate in on-campus interviews and/or complete the interviewing in which they are currently engaged are more likely to make good long-term employment decisions and may be less likely to renege on job acceptances" (NACE position on Reasonable Offer Deadline Guidelines).

We Expect Students to:

- Request any reasonable accommodations promptly.
- Immediately release offers they do not plan to accept to allow the employer the opportunity to consider another student for the position.
- Not accept an offer for employment while continuing to pursue other opportunities.
- Not renege on a previously accepted job offer.

We Expect Employers to:

- Demonstrate flexibility in working with students to consider reasonable requests.
- Communicate hiring timelines clearly.
- Not place undue pressure on students to make offer decisions.
- Uphold job offers.



Offer Timelines For Hiring Students At Nebraska

Summer Internships to Full-Time

A full-time offer after a summer internship should remain open a minimum of **three weeks** from the written offer date, or until **November 1**, whichever comes later.

Accounting Summer Leadership Program to Internship*

An offer for a spring or summer internship for the following year after a summer leadership program should remain open a minimum of **three weeks** from the date of the written offer, or until **November 1**, whichever comes later.

Fall Recruiting

An offer for internships or full-time positions during the fall recruiting season should remain open a minimum of **three weeks** from the date of the written offer, or until **November 1**, whichever comes later.

Spring Recruiting

Offers during spring recruiting season should remain open a minimum of **two weeks** from the written offer date.

Spring Accounting Internship to Full-Time*

A full-time offer for May of the following year after a spring internship (15 months in advance) should remain open a minimum of **three weeks** from date of the written offer, or until **August 15**, whichever comes later.

*Guideline specific to Nebraska College of Business

364
UNIQUE
EMPLOYERS HIRED
UNDERGRADUATE
BUSINESS
STUDENTS

2020-21 CAREER OUTCOMES

FOR BUSINESS GRADUATES

The post-graduation career outcomes report reflects information on 868 undergraduate business students who were seeking employment or continuing education. The career outcomes data presented are based on a knowledge rate of 95% for students who graduated between August 2020 and May 2021.

Successful Placement For Undergraduate Majors

90%

secured employment
or continued education within
six months of graduation.

71% accepted employment.
18% committed to further education.
1% military/long-term volunteer program.

\$51,571

average full-time
starting salary
based on 297
reported salaries.

This does not include those employed in
post-graduate internships or fellowships.

\$6,705

average signing bonus
based on 89 reported
signing bonuses.

Top Employers

 **Ameritrade**


Nebraska
STATEjobs
GROW YOURSELF. GROW NEBRASKA.

 **fiserv.**

 **Kiewit**

 **Sandhills Global**

 **hudl**

 **neline**

 **WERNER**

 **Ameritas**
fulfilling life.

 **LRS | HEALTHCARE**

 **Mutual of Omaha**

 **Northwestern
Mutual**

 **Pinnacle Bank**

 **Spreetail**

 **WG
WEST GATE BANK**

Successful Placement for Graduate Students

Master of Professional Accountancy

97%

employed or
continuing education

(within six months of earning degree)

\$56,688

average full-time
starting salary

\$4,250

average
signing bonus

Master of Business Administration

99%

employed or
continuing education

(within four months of earning degree)

\$117,212

average full-time
starting salary

\$16,875

average
signing bonus

Based on a knowledge rate of 100% for MPA and 95% MBA graduate students who earned their degrees between August 2020 and May 2021.



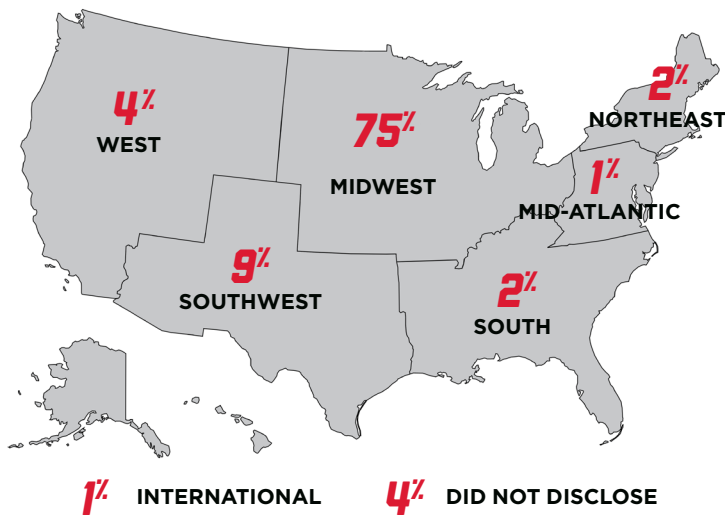
868

**BACHELOR'S
GRADUATES
TO LEAD THE
FUTURE OF
BUSINESS**

UNDERGRADUATE CAREER OUTCOMES

CONTINUED

Top Locations



57%

remained in Nebraska, building the state's workforce.

55% stayed in Lincoln.

39% headed to Omaha.

6% went to other cities in Nebraska.

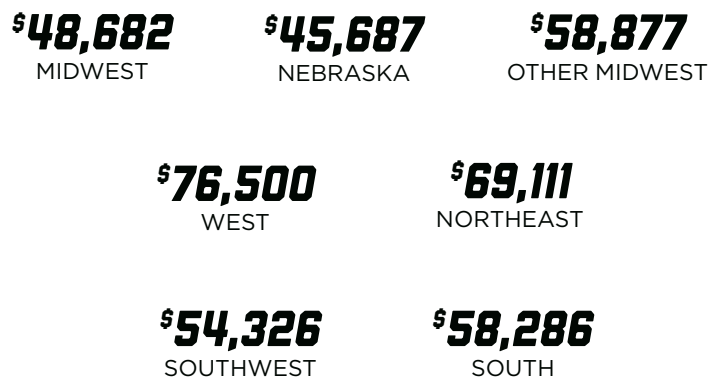
33

states where graduates pursued opportunities.

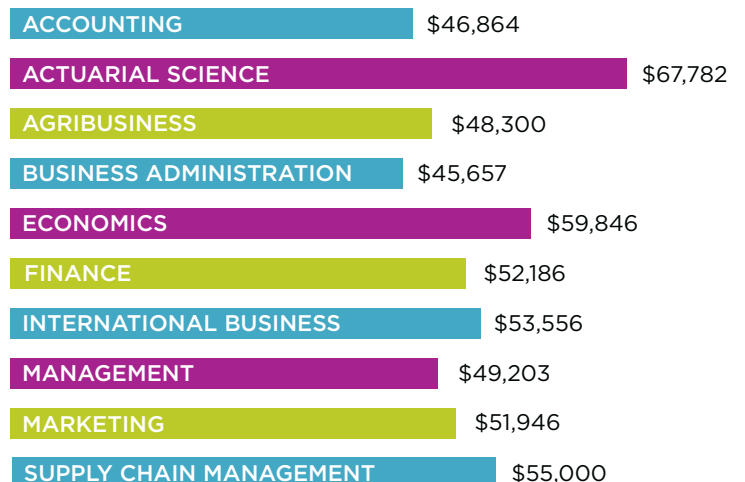
9

countries where graduates pursued opportunities.

Average Pay by Location



Salary by Major



DEVELOPING A COMMUNITY

Huskers Guiding Huskers

Husker Connect is an online platform aimed at developing a community of Huskers, both students and alumni, who want to help others succeed through one-on-one conversations or mentorship relationships.

Business students conduct informational interviews in our sophomore and senior level career courses to learn about career paths and transitioning to life after graduation. Husker Connect is one of the resources available to students searching for professionals to interview.

Husker Connect benefits users by:

- Providing alumni and college partners a way to stay engaged with the university and give back through career related conversations
- Having a dedicated online platform for students and alumni to search for other users who are open to one-time or multiple ongoing conversations
- Enhancing communication through groups and discussion boards



huskerconnect.unl.edu

University of Nebraska-Lincoln Career Services Network

Career services offices collaborate to provide students and employers opportunities to connect through student publications, job postings, campus interview software, career fairs and events. Connect with the university's career services community:

careers.unl.edu

Business Career Center | Howard L. Hawks Hall 141 | 402.472.7272
730 N. 14th Street, Lincoln, NE 68588-0405 | hirebusiness@unl.edu

LEARN MORE AT [BUSINESS.UNL.EDU/CAREERS](https://business.unl.edu/careers)

CONNECT WITH US



@NebraskaBiz

UNIVERSITY of NEBRASKA-LINCOLN

The University of Nebraska does not discriminate based upon any protected status. Please see go.unl.edu/nondiscrimination.